July 2023 Marketing and Holiday Planning

What's your plan to prevent existing customer relationships from melting away in the summer sun? What about a strategy to bring the heat against your competition and gain more customers? Whether your focus is to engage your existing audience, grow your list, or both, the tips below should help you keep your cool this July.

Content Ideas for July

Independence Day

1

A lot of countries celebrate their independence day in July, and in the USA the 4th of July is a perfect occasion to reach out to your audience. Add some fun facts about American history to your email, and host an event to celebrate. This is a great way to show appreciation for your existing customers and gain new ones at the same time!

How: Create an Event to drive attendance.

National Give Something Away Day

2

The name of this holiday speaks for itself. Whether you want to offer a free trial, a buy 1-get-1 sale, or an incentive to sign up for your list, this holiday provides a good opportunity to get your audience engaged and excited!

How: Add a coupon to promote a sale, and make sure to add a sign-up form to drive list growth.
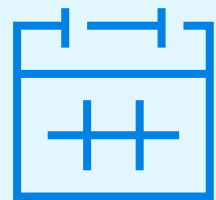
World Listening Day

3

It's important to remember that customers are the lifeblood of any business. Listening to what customers want allows successful businesses to make the changes needed to gain new customers, and retain existing ones. Make sure you're giving your customers the ability to give you feedback.

How: Add a Survey to your email so you can hear what your customers want.

July Holidays

1	Canada Day
4	US Independence Day
6	National Fried Chicken Day
7	World Chocolate Day
8	National Video Games Day
15	National Give Something Away Day
16	National Ice Cream Day
17	World Emoji Day
18	World Listening Day
23	Parents Day

July Themes

- Clean Beaches Week
- Garden Parties
- Tour de France
- Wedding Season
- Barbeque/Cookouts

46%

46% of customers prefer to be contacted by businesses via e-mails

Source: DemandSage

58%

Segmented, targeted, and personalized emails generate 58% of all revenue.

Source: DMA

Constant Contact